

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2024

	TOTAL			
	AS OF MAR 31, 2024	AS OF MAR 31, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1005 SBMC Checking	240,020.82	598,374.84	-358,354.02	-59.89 %
1010 SBMC Contingency/Savings	1,000,245.31	1,000,120.63	124.68	0.01 %
1030 Cash drawer	100.00	100.00	0.00	0.00 %
Total Bank Accounts	\$1,240,366.13	\$1,598,595.47	\$ -358,229.34	-22.41 %
Accounts Receivable				
1100 Accounts Receivable	0.00	295,361.52	-295,361.52	-100.00 %
Total Accounts Receivable	\$0.00	\$295,361.52	\$ -295,361.52	-100.00 %
Other Current Assets				
1230 Prepaid Expenses	45,390.96	-4,538.78	49,929.74	1,100.07 %
1250 Refundable Deposits	1,800.00	1,800.00	0.00	0.00 %
1270 Receivable Other	-4,107.06	0.00	-4,107.06	
1290 Loan to Employee	0.00	900.00	-900.00	-100.00 %
Undeposited Funds	0.00	0.00	0.00	
Total Other Current Assets	\$43,083.90	\$ -1,838.78	\$44,922.68	2,443.07 %
Total Current Assets	\$1,283,450.03	\$1,892,118.21	\$ -608,668.18	-32.17 %
Fixed Assets				
1510 Furniture and Equipment	42,046.32	41,311.75	734.57	1.78 %
1600 Accumulated Depreciation	-29,961.00	-21,813.00	-8,148.00	-37.35 %
Total Fixed Assets	\$12,085.32	\$19,498.75	\$ -7,413.43	-38.02 %
Other Assets				
1700 Website Development	0.00	0.00	0.00	
1750 Accumulated Amortization	0.00	0.00	0.00	
Total Other Assets	\$0.00	\$0.00	\$0.00	0.00%
TOTAL ASSETS	\$1,295,535.35	\$1,911,616.96	\$ -616,081.61	-32.23 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	35,095.90	55,273.31	-20,177.41	-36.50 %
Total Accounts Payable	\$35,095.90	\$55,273.31	\$ -20,177.41	-36.50 %
Credit Cards				
Ramp Card	-57,104.39		-57,104.39	

Mendocino County Tourism Commission

Balance Sheet Comparison

As of March 31, 2024

	TOTAL			
	AS OF MAR 31, 2024	AS OF MAR 31, 2023 (PY)	CHANGE	% CHANGE
Total Credit Cards	\$ -57,104.39	\$0.00	\$ -57,104.39	0.00%
Other Current Liabilities				
2100 Accrued Expenses	1,115.00	1,115.00	0.00	0.00 %
2150 Other Liabilities-County Match	0.00	0.00	0.00	
2300 Loan Payable	0.00	0.00	0.00	
Direct Deposit Payable	0.00	0.00	0.00	
Not in Use	0.00	0.00	0.00	
Payroll Liabilities	0.00	0.00	0.00	
2210 Federal Taxes (941/944)	0.00	0.00	0.00	
2220 CA PIT / SDI	0.00	0.00	0.00	
2230 CA SUI / ETT	0.00	0.00	0.00	
2240 FUTA Payable	234.60	226.86	7.74	3.41 %
2270 Accrued Payroll	3,349.64	2,977.73	371.91	12.49 %
2275 Accrued PTO	10,998.57	16,808.23	-5,809.66	-34.56 %
2280 Health Insurance Payable	0.00	0.00	0.00	
2290 Direct Deposit Liabilities	0.00	0.00	0.00	
401(k) Contribution	17,820.70	0.03	17,820.67	59,402,233.33 %
Federal Payroll Tax Payable	0.00	0.00	0.00	
State Payroll Tax Payable	0.00	0.00	0.00	
SUI & ETT Payable	0.00	0.00	0.00	
Total Payroll Liabilities	32,403.51	20,012.85	12,390.66	61.91 %
Total Other Current Liabilities	\$33,518.51	\$21,127.85	\$12,390.66	58.65 %
Total Current Liabilities	\$11,510.02	\$76,401.16	\$ -64,891.14	-84.93 %
Total Liabilities	\$11,510.02	\$76,401.16	\$ -64,891.14	-84.93 %
Equity				
3100 Contingency-Restricted	187,622.35	187,622.35	0.00	0.00 %
3900 Unrestricted Net Assets (RE)	1,431,851.51	2,042,725.51	-610,874.00	-29.90 %
Opening Bal Equity	0.00	0.00	0.00	
Net Income	-335,448.53	-395,132.06	59,683.53	15.10 %
Total Equity	\$1,284,025.33	\$1,835,215.80	\$ -551,190.47	-30.03 %
TOTAL LIABILITIES AND EQUITY	\$1,295,535.35	\$1,911,616.96	\$ -616,081.61	-32.23 %

Mendocino County Tourism Commission
Budget vs. Actuals: FY 23/24 - FY24 P&L
 July 2023 - June 2024

	Mar 2024				Total		
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget
Income							
4030 County BID	309,524	110,563	198,961	279.95%	964,706	1,326,759	-362,053
4031 County BID adjustments		0	0		0	-39,803	39,803
4035 County 50% Match	12,500	12,500	0	100.00%	133,369	150,000	-16,631
Other Income			0		6,000	0	6,000
Uncategorized Income			0		3,749	0	3,749
Total Income	\$ 322,024	\$ 123,063	\$ 198,961	261.67%	\$ 1,107,825	\$ 1,436,956	\$ -329,132
Gross Profit	\$ 322,024	\$ 123,063	\$ 198,961	261.67%	\$ 1,107,825	\$ 1,436,956	\$ -329,132
Expenses							
1- MEDIA & WEBSITE	26,196	84,190	-57,994	31.11%	678,951	919,050	-240,099
2- VISITOR SVS / PARTNERSHIPS	11,632	30,232	-18,601	38.47%	158,369	390,312	-231,943
3- ADMIN EXPENSES	19,591	9,634	9,957	203.35%	219,749	130,730	89,019
4- PERSONNEL	41,034	38,681	2,354	106.08%	469,612	480,214	-10,601
Payroll Expenses	1,339		1,339		9,450	0	9,450
Uncategorized Expense	5,456		5,456		22,100	0	22,100
Total Expenses	\$ 105,248	\$ 162,737	\$ -57,489	64.67%	\$ 1,558,231	\$ 1,920,306	\$ -362,074
Net Operating Income	\$ 216,776	\$ -39,673	\$ 256,450	-546.40%	\$ -450,407	\$ -483,349	\$ 32,943
Other Income							
Redeemed Cash Back			0		2,161	0	2,161
Total Other Income	\$ 0	\$ 0	\$ 0		\$ 2,161	\$ 0	\$ 2,161
Net Other Income	\$ 0	\$ 0	\$ 0		\$ 2,161	\$ 0	\$ 2,161
Net Income	\$ 216,776	\$ -39,673	\$ 256,450	-546.40%	\$ -448,245	\$ -483,349	\$ 35,104

**% of
Budget**

72.71%

0.00%

88.91%

77.10%

77.10%

73.88%

40.58%

168.09%

97.79%

81.14%

93.18%

92.74%

Mendocino County Tourism Commis

Budget vs. Actuals: FY 23/24 - FY24

July 2023 - June 2024

Mar 2024

	Actual	Budget	over Budget	% of Budget
Income				
4030 County BID	309,524.43	110,563.25	198,961.18	279.95%
4031 County BID adjustments		0.00	0.00	
4035 County 50% Match	12,500.00	12,500.00	0.00	100.00%
Other Income			0.00	
4940 Misc. Income			0.00	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00	
Uncategorized Income			0.00	
Total Income	\$ 322,024.43	\$ 123,063.25	\$ 198,961.18	261.67%
Gross Profit	\$ 322,024.43	\$ 123,063.25	\$ 198,961.18	261.67%
Expenses				
1- MEDIA & WEBSITE			0.00	
50 Advertising / Media			0.00	
5130 Print & Online Advertising	21,272.73	42,250.00	-20,977.27	50.35%
5150 Ad Development/Design		1,000.00	-1,000.00	0.00%
5170 Photography	400.00	1,000.00	-600.00	40.00%
5240 Research & Development		5,083.34	-5,083.34	0.00%
5280 Video Development		1,500.00	-1,500.00	0.00%
5290 Marketing Contingency		1,000.00	-1,000.00	0.00%
Total 50 Advertising / Media	\$ 21,672.73	\$ 51,833.34	\$ -30,160.61	41.81%
55 Marketing / Public Relations			0.00	
5510 Public Relations Contract		9,516.66	-9,516.66	0.00%
5520 Marketing Agency Contract		2,000.00	-2,000.00	0.00%
5540 Clipping Service	680.00	1,000.00	-320.00	68.00%
5550 In-Market PR Stunts	191.76		191.76	
5560 Media Events		250.00	-250.00	0.00%
5610 Travel -PR Related	297.22	1,000.00	-702.78	29.72%
5680 Visiting Media FAM Expenses	42.03	500.00	-457.97	8.41%
Total 55 Marketing / Public Relations	\$ 1,211.01	\$ 14,266.66	\$ -13,055.65	8.49%
57 Website Maint / Development			0.00	
5710 Interactive Media Coordinator		2,500.00	-2,500.00	0.00%
5740 Content Creation		1,500.00	-1,500.00	0.00%
5750 Development/ Maintenance	103.51	500.00	-396.49	20.70%
5780 Interactive Marketing		100.00	-100.00	0.00%
Total 57 Website Maint / Development	\$ 103.51	\$ 4,600.00	\$ -4,496.49	2.25%
58 Leisure / Group Sales			0.00	
5810 Promotion Items, Booth Develop	347.19	250.00	97.19	138.88%
5820 Consumer & Trade Shows		4,250.00	-4,250.00	0.00%
5840 State Fair Exhibit	2,000.00	1,000.00	1,000.00	200.00%
5870 Shipping - Travel Shows		1,000.00	-1,000.00	0.00%

5880 Travel - Leisure/Group Sales	861.21	6,490.00	-5,628.79	13.27%
5885 Travel - Group FAMs		0.00	0.00	
5890 Misc. Sales Opportunities		500.00	-500.00	0.00%
Total 58 Leisure / Group Sales	\$ 3,208.40	\$ 13,490.00	\$ -10,281.60	23.78%
Total 1- MEDIA & WEBSITE	\$ 26,195.65	\$ 84,190.00	\$ -57,994.35	31.11%
2- VISITOR SVS / PARTNERSHIPS			0.00	
Partnerships			0.00	
6550 Conferences & Seminars	5,778.60	1,500.00	4,278.60	385.24%
6555 Conferences & Seminars Travel	-201.41	2,882.00	-3,083.41	-6.99%
6570 In-County Relations		1,050.00	-1,050.00	0.00%
6575 Stakeholder Networking		1,950.00	-1,950.00	0.00%
6580 Contracted Writing Services		2,000.00	-2,000.00	0.00%
6590 Memberships		0.00	0.00	
6610 North Coast Tourism Council		1,166.67	-1,166.67	0.00%
Total Partnerships	\$ 5,577.19	\$ 10,548.67	\$ -4,971.48	52.87%
Visitor Services			0.00	
6720 Event & Festival Guides	365.82	6,225.01	-5,859.19	5.88%
6730 Incentives & Sponsorships	5,688.50	4,291.67	1,396.83	132.55%
6770 Visitor Centers & Signage		9,166.67	-9,166.67	0.00%
Total Visitor Services	\$ 6,054.32	\$ 19,683.35	\$ -13,629.03	30.76%
Total 2- VISITOR SVS / PARTNERSHIPS	\$ 11,631.51	\$ 30,232.02	\$ -18,600.51	38.47%
3- ADMIN EXPENSES			0.00	
General Admin			0.00	
7010 Accounting	2,186.00	2,000.00	186.00	109.30%
7060 Bank Fees		50.00	-50.00	0.00%
7080 Board Development	7,045.34	35.00	7,010.34	20129.54%
7090 Copying & Printing		200.00	-200.00	0.00%
7100 Dues & Subscriptions	3,564.93	1,143.00	2,421.93	311.89%
7130 Legal Fees		250.00	-250.00	0.00%
7150 Meeting Expenses		185.00	-185.00	0.00%
7200 Office Expense	45.59	150.00	-104.41	30.39%
7210 Postage & Shipping	69.57	350.00	-280.43	19.88%
7280 Travel Expenses	1,373.77	750.00	623.77	183.17%
Total General Admin	\$ 14,285.20	\$ 5,113.00	\$ 9,172.20	279.39%
Occupancy Costs			0.00	
7650 Rent	2,300.00	2,350.00	-50.00	97.87%
7660 Insurance	273.88	0.00	273.88	
7850 Repairs & Maintenance	719.90	775.00	-55.10	92.89%
7890 Taxes		0.00	0.00	
7910 Telecommunication	550.38	600.00	-49.62	91.73%
7950 Utilities	817.51	795.99	21.52	102.70%
7990 Depreciation Expense	644.00		644.00	
Total Occupancy Costs	\$ 5,305.67	\$ 4,520.99	\$ 784.68	117.36%
Total 3- ADMIN EXPENSES	\$ 19,590.87	\$ 9,633.99	\$ 9,956.88	203.35%
4- PERSONNEL			0.00	
8510 Salaries & Wages	30,964.34	31,782.31	-817.97	97.43%
8511 Retirement			0.00	

8520 Paid Time Off	150.51	1,382.00	-1,231.49	10.89%
8530 Payroll Taxes	2,410.43	2,431.35	-20.92	99.14%
8540 Payroll Processing Fees		85.00	-85.00	0.00%
8550 Workers Comp	342.33	0.00	342.33	
8570 Health Insurance Allowance	2,750.00	2,250.00	500.00	122.22%
8580 Other Employee Benefits		0.00	0.00	
8590 Contract Work	4,416.67	750.00	3,666.67	588.89%
8615 Employee Recruitment			0.00	
Total 4- PERSONNEL	\$ 41,034.28	\$ 38,680.66	\$ 2,353.62	106.08%
Payroll Expenses			0.00	
Company Contributions			0.00	
Retirement	1,339.41		1,339.41	
Total Company Contributions	\$ 1,339.41	\$ 0.00	\$ 1,339.41	
Total Payroll Expenses	\$ 1,339.41	\$ 0.00	\$ 1,339.41	
Uncategorized Expense	5,456.36		5,456.36	
Total Expenses	\$ 105,248.08	\$ 162,736.67	\$ -57,488.59	64.67%
Net Operating Income	\$ 216,776.35	\$ -39,673.42	\$ 256,449.77	-546.40%
Other Income				
Redeemed Cash Back			0.00	
Total Other Income	\$ 0.00	\$ 0.00	\$ 0.00	
Net Other Income	\$ 0.00	\$ 0.00	\$ 0.00	
Net Income	\$ 216,776.35	\$ -39,673.42	\$ 256,449.77	-546.40%

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	Total			
Actual	Budget	over Budget	% of Budget	
964,706.33	1,326,759.00	-362,052.67	72.71%	
0.00	-39,802.77	39,802.77	0.00%	
133,369.08	150,000.00	-16,630.92	88.91%	
0.00	0.00	0.00		
6,000.00	0.00	6,000.00		
\$ 6,000.00	\$ 0.00	\$ 6,000.00		
3,749.15	0.00	3,749.15		
\$ 1,107,824.56	\$ 1,436,956.23	\$ -329,131.67	77.10%	
\$ 1,107,824.56	\$ 1,436,956.23	\$ -329,131.67	77.10%	
0.00	0.00	0.00		
4,500.00	0.00	4,500.00		
373,967.59	507,000.00	-133,032.41	73.76%	
79.13	12,000.00	-11,920.87	0.66%	
5,832.08	12,000.00	-6,167.92	48.60%	
49,660.00	66,500.08	-16,840.08	74.68%	
18,127.87	18,000.00	127.87	100.71%	
0.00	12,000.00	-12,000.00	0.00%	
\$ 452,166.67	\$ 627,500.08	\$ -175,333.41	72.06%	
0.00	0.00	0.00		
100,833.26	114,199.92	-13,366.66	88.30%	
0.00	24,000.00	-24,000.00	0.00%	
6,991.90	12,000.00	-5,008.10	58.27%	
2,703.59	0.00	2,703.59		
2,667.68	14,500.02	-11,832.34	18.40%	
9,142.61	11,000.16	-1,857.55	83.11%	
6,323.81	6,000.00	323.81	105.40%	
\$ 128,662.85	\$ 181,700.10	\$ -53,037.25	70.81%	
0.00	0.00	0.00		
0.00	30,000.00	-30,000.00	0.00%	
25,000.00	18,000.00	7,000.00	138.89%	
12,322.91	6,000.00	6,322.91	205.38%	
30,811.08	1,200.00	29,611.08	2567.59%	
\$ 68,133.99	\$ 55,200.00	\$ 12,933.99	123.43%	
0.00	0.00	0.00		
12,345.93	9,500.00	2,845.93	129.96%	
0.00	12,200.00	-12,200.00	0.00%	
11,039.91	7,000.00	4,039.91	157.71%	
0.00	2,500.00	-2,500.00	0.00%	

2,199.73	14,450.00	-12,250.27	15.22%
901.79	3,000.00	-2,098.21	30.06%
3,500.00	6,000.00	-2,500.00	58.33%
\$ 29,987.36	\$ 54,650.00	\$ -24,662.64	54.87%
\$ 678,950.87	\$ 919,050.18	\$ -240,099.31	73.88%
0.00	0.00	0.00	
0.00	0.00	0.00	
11,182.55	18,150.00	-6,967.45	61.61%
6,662.63	16,911.75	-10,249.12	39.40%
8,561.36	15,100.00	-6,538.64	56.70%
3,845.76	23,400.00	-19,554.24	16.43%
5,600.00	24,000.00	-18,400.00	23.33%
7,374.46	7,950.00	-575.54	92.76%
4,288.64	14,000.04	-9,711.40	30.63%
\$ 47,515.40	\$ 119,511.79	\$ -71,996.39	39.76%
0.00	0.00	0.00	
29,385.19	108,300.04	-78,914.85	27.13%
55,427.17	52,500.04	2,927.13	105.58%
26,041.52	110,000.04	-83,958.52	23.67%
\$ 110,853.88	\$ 270,800.12	\$ -159,946.24	40.94%
\$ 158,369.28	\$ 390,311.91	\$ -231,942.63	40.58%
0.00	0.00	0.00	
0.00	0.00	0.00	
37,640.00	33,000.00	4,640.00	114.06%
51.25	600.00	-548.75	8.54%
65,067.63	5,385.00	59,682.63	1208.31%
0.00	2,400.00	-2,400.00	0.00%
35,139.86	13,716.00	21,423.86	256.20%
965.00	3,000.00	-2,035.00	32.17%
1,107.38	2,220.00	-1,112.62	49.88%
7,396.42	1,800.00	5,596.42	410.91%
2,737.78	4,200.00	-1,462.22	65.19%
13,007.00	9,000.00	4,007.00	144.52%
\$ 163,112.32	\$ 75,321.00	\$ 87,791.32	216.56%
0.00	0.00	0.00	
21,186.00	28,200.00	-7,014.00	75.13%
3,910.56	2,450.00	1,460.56	159.61%
5,811.88	7,700.00	-1,888.12	75.48%
311.04	65.00	246.04	478.52%
12,662.02	7,200.00	5,462.02	175.86%
6,959.18	9,793.89	-2,834.71	71.06%
5,796.00	0.00	5,796.00	
\$ 56,636.68	\$ 55,408.89	\$ 1,227.79	102.22%
\$ 219,749.00	\$ 130,729.89	\$ 89,019.11	168.09%
0.00	0.00	0.00	
308,674.56	381,387.72	-72,713.16	80.93%
4,676.77	0.00	4,676.77	

5,554.91	24,153.89	-18,598.98	23.00%
30,396.42	32,131.95	-1,735.53	94.60%
873.00	1,740.00	-867.00	50.17%
3,472.35	3,000.00	472.35	115.75%
29,725.00	27,000.00	2,725.00	110.09%
1,249.10	3,000.00	-1,750.90	41.64%
84,908.37	7,800.00	77,108.37	1088.57%
81.67	0.00	81.67	
\$ 469,612.15	\$ 480,213.56	\$ -10,601.41	97.79%
81.00	0.00	81.00	
0.00	0.00	0.00	
9,369.36	0.00	9,369.36	
\$ 9,369.36	\$ 0.00	\$ 9,369.36	
\$ 9,450.36	\$ 0.00	\$ 9,450.36	
22,099.55	0.00	22,099.55	
\$ 1,558,231.21	\$ 1,920,305.54	\$ -362,074.33	81.14%
\$ -450,406.65	\$ -483,349.31	\$ 32,942.66	93.18%
2,161.26	0.00	2,161.26	
\$ 2,161.26	\$ 0.00	\$ 2,161.26	
\$ 2,161.26	\$ 0.00	\$ 2,161.26	
\$ -448,245.39	\$ -483,349.31	\$ 35,103.92	92.74%

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Visit Mendocino County

Statement of Cash Flows

March 31, 2024

	TOTAL
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OPERATING ACTIVITIES	
Net Income	-49,172.52
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1230 Prepaid Expenses	8,834.11
2000 Accounts Payable	3,417.31
2270 Payroll Liabilities:Accrued Payroll	36,126.59
2275 Payroll Liabilities:Accrued PTO	150.51
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	48,528.52
Net cash provided by operating activities	\$ -644.00
INVESTING ACTIVITIES	
1600 Accumulated Depreciation	644.00
Net cash provided by investing activities	\$644.00
NET CASH INCREASE FOR PERIOD	\$0.00
Cash at beginning of period	1,240,366.13
CASH AT END OF PERIOD	\$1,240,366.13
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Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - April 2024

	TOTAL			
	JUL 2023 - APR 2024	JUL 2022 - APR 2023 (PY)	CHANGE	% CHANGE
Income				
4030 County BID	964,706.33	736,489.57	228,216.76	30.99 %
4031 County BID adjustments		557.00	-557.00	-100.00 %
4035 County 50% Match	120,869.08	413,101.03	-292,231.95	-70.74 %
4050 NCTC Administration		12,736.48	-12,736.48	-100.00 %
Other Income		1,372.43	-1,372.43	-100.00 %
4940 Misc. Income	6,000.00	3,277.33	2,722.67	83.08 %
4950 Interest Income		395.70	-395.70	-100.00 %
Total Other Income	6,000.00	5,045.46	954.54	18.92 %
Uncategorized Income	3,749.15		3,749.15	
Total Income	\$1,095,324.56	\$1,167,929.54	\$ -72,604.98	-6.22 %
GROSS PROFIT	\$1,095,324.56	\$1,167,929.54	\$ -72,604.98	-6.22 %
Expenses				
1- MEDIA & WEBSITE				
50 Advertising / Media	4,500.00	0.00	4,500.00	
5130 Print & Online Advertising	373,967.59	499,637.24	-125,669.65	-25.15 %
5150 Ad Development/Design	79.13	2,000.00	-1,920.87	-96.04 %
5170 Photography	5,832.08	2,465.00	3,367.08	136.60 %
5240 Research & Development	45,160.00	107,353.67	-62,193.67	-57.93 %
5280 Video Development	18,127.87	17,831.70	296.17	1.66 %
5290 Marketing Contingency		3,302.71	-3,302.71	-100.00 %
Total 50 Advertising / Media	447,666.67	632,590.32	-184,923.65	-29.23 %
55 Marketing / Public Relations				
5510 Public Relations Contract	91,666.60	69,466.64	22,199.96	31.96 %
5540 Clipping Service	6,991.90	6,817.85	174.05	2.55 %
5550 In-Market PR Stunts	2,703.59	23,047.18	-20,343.59	-88.27 %
5560 Media Events	2,667.68	5,240.28	-2,572.60	-49.09 %
5610 Travel -PR Related	8,243.64	5,337.34	2,906.30	54.45 %
5680 Visiting Media FAM Expenses	6,323.81	9,611.70	-3,287.89	-34.21 %
Total 55 Marketing / Public Relations	118,597.22	119,520.99	-923.77	-0.77 %
57 Website Maint / Development				
5710 Interactive Media Coordinator		5,062.60	-5,062.60	-100.00 %
5740 Content Creation	25,000.00	21,401.34	3,598.66	16.82 %
5750 Development/ Maintenance	12,322.91	54,097.83	-41,774.92	-77.22 %
5780 Interactive Marketing	30,811.08	279.60	30,531.48	10,919.70 %
Total 57 Website Maint / Development	68,133.99	80,841.37	-12,707.38	-15.72 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - April 2024

	TOTAL			
	JUL 2023 - APR 2024	JUL 2022 - APR 2023 (PY)	CHANGE	% CHANGE
58 Leisure / Group Sales				
5810 Promotion Items, Booth Develop	12,345.93	3,522.44	8,823.49	250.49 %
5820 Consumer & Trade Shows		80.90	-80.90	-100.00 %
5840 State Fair Exhibit	11,039.91	23,535.66	-12,495.75	-53.09 %
5880 Travel - Leisure/Group Sales	2,199.73	4,117.85	-1,918.12	-46.58 %
5885 Travel - Group FAMs	901.79	692.05	209.74	30.31 %
5890 Misc. Sales Opportunities	3,500.00		3,500.00	
Total 58 Leisure / Group Sales	29,987.36	31,948.90	-1,961.54	-6.14 %
Total 1- MEDIA & WEBSITE	664,385.24	864,901.58	-200,516.34	-23.18 %
2- VISITOR SVS / PARTNERSHIPS				
Partnerships				
6550 Conferences & Seminars	11,182.55	33,006.42	-21,823.87	-66.12 %
6555 Conferences & Seminars Travel	6,662.63	45.00	6,617.63	14,705.84 %
6570 In-County Relations	8,561.36	7,261.66	1,299.70	17.90 %
6575 Stakeholder Networking	3,845.76	2,449.32	1,396.44	57.01 %
6580 Contracted Writing Services	5,600.00		5,600.00	
6590 Memberships	7,374.46	1,160.00	6,214.46	535.73 %
6610 North Coast Tourism Council	4,288.64	29,192.39	-24,903.75	-85.31 %
Total Partnerships	47,515.40	73,114.79	-25,599.39	-35.01 %
Visitor Services				
6720 Event & Festival Guides	29,385.19	39,323.51	-9,938.32	-25.27 %
6730 Incentives & Sponsorships	55,427.17	27,569.00	27,858.17	101.05 %
6770 Visitor Centers & Signage	26,041.52	9,600.00	16,441.52	171.27 %
Total Visitor Services	110,853.88	76,492.51	34,361.37	44.92 %
Total 2- VISITOR SVS / PARTNERSHIPS	158,369.28	149,607.30	8,761.98	5.86 %
3- ADMIN EXPENSES				
General Admin				
7010 Accounting	37,640.00	27,890.00	9,750.00	34.96 %
7060 Bank Fees	51.25	86.75	-35.50	-40.92 %
7080 Board Development	65,067.63	70,339.47	-5,271.84	-7.49 %
7100 Dues & Subscriptions	35,139.86	40,207.96	-5,068.10	-12.60 %
7130 Legal Fees	965.00	613.80	351.20	57.22 %
7140 Licenses & Permits		9.00	-9.00	-100.00 %
7150 Meeting Expenses	1,107.38	2,295.64	-1,188.26	-51.76 %
7200 Office Expense	7,396.42	8,816.31	-1,419.89	-16.11 %
7210 Postage & Shipping	2,737.78	5,156.54	-2,418.76	-46.91 %
7280 Travel Expenses	13,007.00	12,463.78	543.22	4.36 %
Total General Admin	163,112.32	167,879.25	-4,766.93	-2.84 %

Mendocino County Tourism Commission

Profit and Loss Comparison

July 2023 - April 2024

	TOTAL			
	JUL 2023 - APR 2024	JUL 2022 - APR 2023 (PY)	CHANGE	% CHANGE
Occupancy Costs				
7650 Rent	21,186.00	26,905.00	-5,719.00	-21.26 %
7660 Insurance	3,910.56	2,209.76	1,700.80	76.97 %
7850 Repairs & Maintenance	5,776.93	6,350.79	-573.86	-9.04 %
7890 Taxes	311.04	122.14	188.90	154.66 %
7910 Telecommunication	12,662.02	9,041.01	3,621.01	40.05 %
7950 Utilities	6,959.18	7,201.04	-241.86	-3.36 %
7990 Depreciation Expense	5,796.00	6,900.00	-1,104.00	-16.00 %
Total Occupancy Costs	56,601.73	58,729.74	-2,128.01	-3.62 %
Total 3- ADMIN EXPENSES	219,714.05	226,608.99	-6,894.94	-3.04 %
4- PERSONNEL				
8510 Salaries & Wages	293,847.89	265,942.83	27,905.06	10.49 %
8511 Retirement	4,676.77	7,858.51	-3,181.74	-40.49 %
8520 Paid Time Off	5,554.91	9,896.99	-4,342.08	-43.87 %
8530 Payroll Taxes	29,129.79	26,119.12	3,010.67	11.53 %
8540 Payroll Processing Fees	873.00	1,635.00	-762.00	-46.61 %
8550 Workers Comp	3,472.35	2,606.70	865.65	33.21 %
8570 Health Insurance Allowance	28,350.00	25,250.00	3,100.00	12.28 %
8580 Other Employee Benefits	1,249.10	1,823.00	-573.90	-31.48 %
8590 Contract Work	80,741.70	41,528.78	39,212.92	94.42 %
8615 Employee Recruitment	81.67	903.59	-821.92	-90.96 %
Total 4- PERSONNEL	447,977.18	383,564.52	64,412.66	16.79 %
Payroll Expenses	81.00		81.00	
Company Contributions				
Retirement	8,721.29		8,721.29	
Total Company Contributions	8,721.29		8,721.29	
Wages				
Bereavement Pay	0.00	750.00	-750.00	-100.00 %
Employee Taxes Paid by Employer	0.00	46.74	-46.74	-100.00 %
Total Wages	0.00	796.74	-796.74	-100.00 %
Total Payroll Expenses	8,802.29	796.74	8,005.55	1,004.79 %
Uncategorized Expense	22,099.55	533.53	21,566.02	4,042.14 %
Total Expenses	\$1,521,347.59	\$1,626,012.66	\$ -104,665.07	-6.44 %
NET OPERATING INCOME	\$ -426,023.03	\$ -458,083.12	\$32,060.09	7.00 %
Other Income				
Redeemed Cash Back	2,161.26		2,161.26	
Total Other Income	\$2,161.26	\$0.00	\$2,161.26	0.00%
NET OTHER INCOME	\$2,161.26	\$0.00	\$2,161.26	0.00%
NET INCOME	\$ -423,861.77	\$ -458,083.12	\$34,221.35	7.47 %